



MILBON

# What's New!

May 1, 2011

Milbon USA, Inc 568 Broadway Suite 606, New York, N.Y. 10012 Tel: 800-431-8930

## Announcements

• **New! Cashmere Luminance Semi-Permanent Smoothing Solution** launches this month! See the seminar reports on the process and beautiful before & after photos!

• **Join us on Facebook!** Receive product updates, share ideas and connect with Milbon!



[www.facebook.com/milbon.us](http://www.facebook.com/milbon.us)

• **Marketing Tools**  
We offer free mini brochures on all of our products to help you promote the service to your clients. This informative tool explains the product and its many benefits. Great for displaying at the front desk, wait area or at the station!

- **Discontinuing Items:**
- **Oxyremove** (end of May)
- **LX Cleansing Oil Foam** (end of July)
- **Heat Protection Refill** (end of October)
- **Root Softener Refill** (end of October)
- **Nigelle TF & FF Travel sizes** (until stock runs out)

• **Return policy**  
We do not accept returns after 60 days of invoice date, 15% restocking fee for returned products after 30 days with invoice and products still in its original resalable condition.  
**No returns on irons.**

## NEW! Cashmere Luminance Semi-Permanent Smoothing Solution Launches This Month!

Smooth, silky results that last for 2-3 months. Gentle enough for color treated, Highlighted, severely damaged hair types.

See inside for our recent seminar reports with beautiful before & after results!



## Make Every Day Mother's Day!

1. Mother's Day is coming soon. It seems she is having problem with her hair... I wonder what I can do?

2. Hair care products from salons would be perfect for her!

3. That's right. Hair salons carry products that professional hair stylists recommend!

4. I have a perfect solution for her!

5. AND, the salon treatment can make her hair beautiful instantly!

6. You look beautiful.

7. See, your mom is beautiful AND very happy.. Ouch! Not fair! I want it, too! .....What did I do wrong?.....

## SPECIAL PROMOTION IN MAY For your mom and yourself

**INPHENOM SALON TREATMENT SUPPORT**  
Buy 9 Ceramide packs and get 1 free!



**INPHENOM HOMECARE**  
Buy 2 small refill sizes and get a pump for free!



Shampoo - 7.8 fl oz pouch x 2 + free pump = \$20

Treatment - 8.1 oz pouch x 2 + free pump = \$28



Purchase 1 set of Liscio Crystal Cream, 1 set Nigelle ER shampoo and treatment and 1 Liscio Crystal Shine Serum for a special promotion price of \$49 (save 23%)  
(\*no substitutions for any of the products)



Recommending daily homecare for your LISCIO clients is essential for maintaining smooth, shiny, moisturized results!

# Below is a brief report of our NEW Cashmere Luminance seminars!

## CASHMERE LUMINANCE

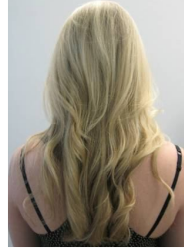
4/4 AM seminar by Hikaru



**Before**

### 1. Hair Consultation

- Hair type; Fine
- Texture; Wavy, Frizzy
- Color; Bleached highlight every 6 month
- How to style; Blow-dry for 20 min
- Expectation; Smooth the hair for easy to blow dry



**After**

Blow-dry to finish; Shampoo can be done on the same day after service

## BASIC PROCEDURE

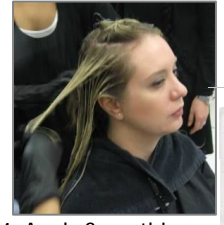
1 hour 10min



2. Sham-



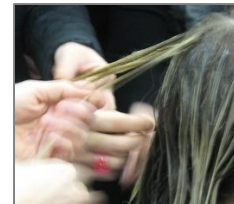
3. Apply Zero Treatment on damaged area.



4. Apply Smoothing Solution from roots to ends & overlap area treated with Zero



5. Process without heat for 5 minutes



\*Check hair with feel



6. Rinse Apply Fierli Treatment and comb through hair.



7. Blow dry & Iron Iron with 210C(410F) through ironing 2-3 times



\*After shampoo

## CASHMERE LUMINANCE

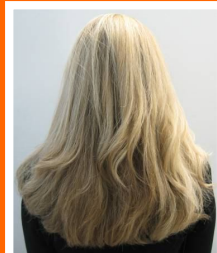
4/4 PM seminar by Hikaru



**Before**

### 1. Hair Consultation

- Hair type; Normal-Coarse
- Texture; Wavy, Curly
- Color; Bleached highlight every 6 month
- How to style; Blow-dry for 1 hour
- Expectation; Smoother to cut down on time of blow dry



**After**

Blow-dry to finish; Shampoo can be done on the same day after service

## BASIC PROCEDURE

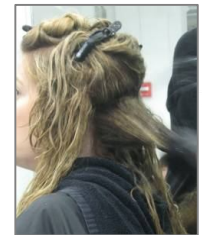
1 hour 40min



2. Shampoo



3. Apply Zero Treatment on damaged area.



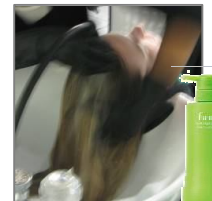
4. Apply Smoothing Solution from roots to ends overlapping area treated with Zero



5. Process without heat for 5 minutes



\*Check hair with feel



6. Rinse Apply Fierli Treatment and comb through hair.



7. Blow dry & Iron Iron with 210C(410F) through ironing 2-3 times



\*After shampoo





# Recap of 4/18 LISCIO Straight Conditioning Seminar by Yoshie / Service time: 3 hours



### Consultation & Hair History

- Last color Feb. 2011
- Last Liscio Aug. 2010
- Wants straight, manageable hair



\*High Keratin to **slow down** the process partially.  
 \*Stopper to **stop** the process partially.

## Liscio Crystal Cream & Cashmere Luminance Seminar Schedule

### May 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 NY (CL) Sold out	3	4	5	6	7
8	9 NY (CL) Sold out	10	11	12	13	14
15	16 NY (C) Y	17	18	19	20	21
22	23 NY (CL) AM/PM	24	25	26	27	28
29	30	31				

### June 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6 NY (CL) PM	7	8	9	10	11
12	13 NY (CL) AM/PM	14	15	16	17	18
19 CA (C) AM	20 CA (CL) Sold out	21	22	23	24	25
26	27 NY (CL) AM/PM	28	29	30		

### Liscio Straightening Seminars:



#### Conditioning Straightening by Yoshie Sakuma Joseph NY (C) Y

##### Course Objective:

Our basic Liscio class. Learn how to straighten curly, unmanageable hair and the theory behind the Liscio process. Achieve natural straight results with minimal styling time for your clients. A certificate will be given after completion.

**Location:** Milbon USA Studio 568 Broadway, Suite 606 New York, NY 10012

**Time:** 9:30am - 4pm **Cost:** \$150

#### Conditioning Straightening by Kazumi Morton CA (C)

##### Course Objective:

Learn how to straighten curly, unmanageable hair and understand Kazumi's perspective on coloring hair before & after Liscio. A certificate will be given after completion.

**Location:** Neil George Salon 9320 Civic Center Drive, Beverly Hills CA 90210

**Time:** 9:30am - 1pm **Cost:** \$150

LISCIO seminar attendees have the option of using the \$150 seminar fee as credit towards products of choice OR choose one value pack option for free - see back page for more details!

### Cashmere Luminance Smoothing Seminars:



#### NEW! Cashmere Luminance NY and CA (CL)

##### Course Objective:

Learn how to smooth hair for easier blow drying and manageability. This is our temporary, no commitment solution that lasts 2-3 months. Cashmere Luminance is so gentle that it is ideal for your wavy, frizzy, highlighted hair clientele! (Formaldehyde free) A certificate will be given after completion.

**Locations:** Milbon USA Studio 568 Broadway, Suite 606 New York, NY 10012

**Times:** 9:30am - 1pm AM class  
2pm - 5 pm PM class

CA location: Neil George Salon 9320 Civic Center Drive, Beverly Hills CA 90210  
**Time:** 2pm - 5pm

**Cost:** \$150

Cashmere Luminance seminar attendees can receive a starter kit (valued at \$157) OR use the seminar fee as a credit towards products of choice

## Liscio Seminar Value Packs\*

Please choose one of the options below on the day of attending seminar for free (reimbursement for seminar fee) OR use \$150 as credit towards products of your choice

\* Please note that the value pack products are non-refundable and non-exchangeable

\* Pickup available or products can be shipped to the salon (shipping fee \$10.00 + tax)

### A. LISCIO Straight Starter Value Pack



410477 LISCIO CRYSTAL Straightener Strong	1
410478 LISCIO CRYSTAL Straightener Normal	2
410479 LISCIO CRYSTAL Straightener Mild	1
410483 LISCIO Neutralizing Lotion	4
113480 LISCIO KNOTEUR ZERO	2
410495 LISCIO Processing Stopper Bottle	1
410510 LISCIO Heat Protection Spray Bottle	1
410815 Nigelle ER Shampoo 8.1 oz.	1
410805 Nigelle ER Treatment 8.5 oz.	1
114860 PREJUME Milk #1 (or Prejume Milk #3)	1
410476 LISCIO Crystal Shine Serum	1
827007 Work Brush	1

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**Total Value: \$215.00**

### B. Nigelle Shampoo & Treatment Value Pack



413226 NIGELLE AX B Shampoo w. Pump	1
413244 NIGELLE LX Shampoo w. pump	1
410820 NIGELLE ER Shampoo w. Pump	1
410810 NIGELLE ER Treatment w. Pump	1
413210 NIGELLE AX B+ Treatment w. Pump	1
413248 NIGELLE LX Treatment w. pump	1
410780 NIGELLE RX Lotion	1
410785 NIGELLE RX Serum	1
410795 NIGELLE RX Fluid	1
410790 NIGELLE RX Cream	1

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**Total Value: \$215.00**

### C. Nigelle HY Moisture Treatment Value Pack



413300 NIGELLE HY (1) Pump	1
413301 NIGELLE HY (1+) Pump	1
413302 NIGELLE HY (1X) Pump	1
413303 NIGELLE HY (2) – 10 pc.	1
413304 NIGELLE HY (3) Pump	1
413305 NIGELLE HY (3+) Pump	1
413306 NIGELLE HY (3X) Pump	1
413307 NIGELLE HY (4)	6
413308 NIGELLE HY (4+)	6
413309 NIGELLE HY (4x)	6
827007 Work Brush	2

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**Total Value: \$214.00**